

ADDRESSING MINNESOTA'S HOUSING SUPPLY

Messaging Framework

THE HOUSING MARKET IS BROKEN

- Minnesota is facing increased homelessness, tens of thousands of low income people are unable to afford rent, and nearly one in 31 homes are being foreclosed.
- The current market imbalance means that consumers have little choice in housing and the market fails to meet the needs of families.
- When people are without homes that they can afford and foreclosed properties sit vacant the entire community suffers.
- In many communities lower wage workers are not able to find housing that they can afford within a reasonable commute from their jobs.

THE BENEFITS OF HOUSING CHOICE

- Where there is adequate housing choice families at all income levels can benefit from such as living in proximity to work and services, and where children are less likely to be forced to change schools?
- This is a Consumer Issue: what if you go to the car lot and all there was to purchase were luxury cars?
- We need a housing market that is balanced and offers choice for consumers.

A HEALTHY HOUSING MARKET BENEFITS COMMUNITIES

- A healthy housing market means balance and stability in the marketplace, people have confidence to buy or improve homes.
- A healthy housing market provides opportunities for local businesses to grow and communities to benefit from increased economic activity.
- In a healthy market there are alternatives for households at different states of life; young families starting out and retirees can afford to remain in the communities where they have lived their lives.

SOLUTIONS ARE AVAILABLE TO REESTABLISH HEALTHY HOUSING MARKETS

- There are available market-based solutions to provide greater housing choice in communities.
- Investment in housing is needed – up front, one time – that responds to local needs and provides local benefits.
- Government can operate as a catalyst for market-based solutions to fix a broken housing market.
- Investment in helping families secure housing that is affordable and in stabilizing neighborhoods ravaged by foreclosures will bring lasting benefit to a community.

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